



## **PROGRAMME**

### **BUSINESS SYMPOSIUM ON OPEN INNOVATION IN GLOBAL NETWORKS**

**Copenhagen, Denmark**

**25-26 February 2008**

**Danish Enterprise and Construction Authority  
Langelinie Allé 17  
COPENHAGEN**

Monday, 25 February

Chair: **Patrick Vock (Chairman TIP-OECD)**

12.30 – 13.10	<b>REGISTRATION AND LIGHT LUNCH</b>
13.10 – 13.20	<b>WELCOME</b> by <b>Michael Dithmer (MINISTRY OF ECONOMIC AND BUSINESS AFFAIRS, DENMARK)</b>
13.20 – 13.35	<b>OPENING ADDRESS</b> <i>'Open innovation in the OECD Innovation Strategy'</i> by <b>Director Susanne Huttner (OECD)</b>
13.35 – 14.15	<b>KEY NOTE SPEECH</b> <i>'Metanational Innovation: A framework to understand configuration and coordination decisions'</i> by <b>Prof. Yves Doz (INSEAD)</b>
14.15 – 17.40	<b>SESSION I : GLOBAL INNOVATION NETWORKS</b> <b>Chair: Ward Ziarko (BELGIUM)</b>  Innovation strategies increasingly require more global sourcing: sensing new market, concept and technology trends worldwide, while adequately responding to them by generating new ideas which are then implemented on a global scale. This involves building networks of distributed R&D globally in order to tap into local knowledge and to provide further sources of new technology, concepts and products. Global innovations networks include own R&D facilities abroad as well as collaborations for innovation with external partners (suppliers, customers, universities, etc.). This session will address the following issues: - how important are global innovation networks; - how do companies organise and implement these; - is this only possible for MNEs or also for SMEs; - what role does public research plays within this global innovation networks.
14.15 – 14.30	<b>CONCLUSIONS OECD STUDY</b> <i>'Open innovation on a global scale: main findings'</i> by <b>Koen De Backer (OECD)</b>
14.30 – 15.10	<b>COMPANY CASE STUDIES</b> - <b>Erich Ruetsche (IBM): 'Open Innovation: technology leadership through collaboration'</b> - <b>Luis I. Vicente del Olmo (TELEFONICA I+D): 'Open Innovation Experiences in Telefonica I+D'</b>

<b>15.10 – 15.30</b>	<b>COFFEE AND TEA BREAK</b>
<b>15.30 – 17.40</b>	<b>SESSION I : GLOBAL INNOVATION NETWORKS (CONTINUED)</b>
15.30 – 16.30	<p>COMPANY CASE STUDIES</p> <ul style="list-style-type: none"> <li>- <b>Armand Ajdari (SAINT-GOBAIN):</b> <i>‘Innovation and R&amp;D in Saint-Gobain: reaching out’</i></li> <li>- <b>Hans Erik Schmidt (QUILTS OF DENMARK):</b></li> </ul> <p>Q&amp;A/DISCUSSION</p>
16.30 – 17.40	<p>CASE STUDIES FROM THE PUBLIC RESEARCH SECTOR</p> <ul style="list-style-type: none"> <li>- <b>Erkki Leppävuori (VTT FINLAND):</b> <i>‘VTT as an Innovation Partner’</i></li> <li>- <b>Mattie McCabe (SCIENCE FOUNDATION IRELAND):</b> <i>‘SFI – From Brains to Business’</i></li> </ul> <p>REACTION by <b>Andrew Dearing (EIRMA)</b></p> <p>Q&amp;A/DISCUSSION</p>
<b>17.40</b>	<b>COCKTAIL</b>

Tuesday, 26 February

Chair: **Patrick Vock (Chairman TIP-OECD)**

<p><b>9.15 – 10.50</b></p>	<p><b>SESSION II: NEW MODES OF OPEN INNOVATION</b>            Chair: <b>Frederique Sachwald (FRANCE)</b></p> <p>Different modes are used by companies to source external knowledge and acquire/sell ideas, concepts and technology. More common examples include partnerships with external partners like alliances, joint ventures, joint development, but also contract R&amp;D, purchasing and licensing of technology. Recently also new modes of open innovation have increasingly been used by companies like venturing, innovation intermediaries, innovation campuses, etc. This session will address the following issues:</p> <ul style="list-style-type: none"> <li>- what are new best practices of open innovation on a national and international level;</li> <li>- why have they become attractive;</li> <li>- what are problems and difficulties in implementing these;</li> <li>- are they applicable in all companies in all industries;</li> </ul>
<p>9.15 – 9.35</p>	<p><b>CONCLUSIONS OECD WORK</b>  <i>‘Good practices of open innovation: findings from 59 case studies across 12 countries’</i>            by <b>Els van de Velde (VLGMS - CONSULTANT OECD)</b></p>
<p>9.35 – 10.50</p>	<p><b>COMPANY CASE STUDIES</b></p> <ul style="list-style-type: none"> <li>- <b>Patrice Reilhac (VALEO):</b> <i>‘The introduction of a disruptive innovation approach in the automotive industry: Valeo’s Driving Assistance Domain’</i></li> <li>- <b>Stephan Mumenthaler (NOVARTIS):</b> <i>‘Novartis and the Pharmaceutical Industry: Innovation is Key’</i></li> <li>- <b>Jan van den Biesen (PHILIPS)</b> <i>‘Open innovation @ Philips Research’</i></li> </ul> <p>Q&amp;A/DISCUSSION</p>
<p><b>10.50 – 11.20</b></p>	<p><b>COFFEE AND TEA BREAK</b></p>
<p><b>11.20 – 12.00</b></p>	<p><b>SESSION II: NEW MODES OF OPEN INNOVATION (CONTINUED)</b>            Chair: <b>Frederique Sachwald (FRANCE)</b></p>
<p>11.20 - 12.00</p>	<p><b>RESEARCH RESULTS</b>  <i>‘Patterns of open innovation and performance’</i>            by <b>Sverre Herstad (NIFU STEP, ERANET-VISION)</b></p>
<p><b>12.00 – 13.00</b></p>	<p><b>LUNCH</b></p>

<p><b>13.00 – 15.45</b></p>	<p><b>SESSION III: IMPLICATIONS FOR INNOVATION POLICY</b>  Chair: <b>Patrick Vock (Chairman TIP-OECD)</b>  Globalisation and the emergence of open innovation have several implications for science, technology and innovation policies. Many OECD governments are rethinking their innovation policies in order to adapt them to the rapidly changing business environment. This policy discussion will focus on how countries have modified or are attempting to modify their S&amp;T policies to global innovation networks.</p>
<p>13.00 – 13.15</p>	<p>POLICY ISSUES PAPER by <b>Mario Cervantes (OECD)</b></p>
<p>13.15 – 14.15</p>	<p>COUNTRY CASE STUDIES  - <b>Sigrid Johannisse (NETHERLANDS)</b>: <i>‘Open Innovation in an international context: the Holst Centre and the innovationprogram Point One’</i>  - <b>Patricia Renaud (FRANCE)</b> : <i>‘Open Innovation at Oséo Innovation’</i>  - <b>Futhoshi Nasuno (JAPAN)</b>: <i>‘Current Status and Future Development of ‘open innovation’ in Japan’</i></p>
<p>14.15 – 15.45</p>	<p>POLICY ROUND TABLE  Chair: <b>Patrick Vock (Chairman TIP-OECD)</b>  Panellists: <b>Dirk Pilat (OECD)</b>  <b>Prof. Wim Vanhaverbeke (UNIVERSITY OF HASSELT)</b>  <b>Alice Wu (EUROPEAN COMMISSION)</b>  <b>Richard Hudson (SCIENCEBUSINESS.NET)</b>  <b>Jan van den Biesen (PHILIPS)</b></p>
<p><b>15.45 – 16.00</b></p>	<p><b>CLOSING</b>  by <b>Finn Lauritzen (DANISH ENTERPRISE AND CONSTRUCTION AUTHORITY, DENMARK)</b></p>
<p><b>16.00</b></p>	<p><b>END OF BUSINESS SYMPOSIUM</b></p>